S/N 09/441,388 PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

 Applicant:
 Matthew F. Ackley et al.
 Examiner: Michael Roswell

 Serial No.:
 09/441,388
 Group Art Unit: 2171

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 November 16, 1999
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Customer No.: 49845 Confirmation No.: 4261

Title: NETWORK-BASED SALES SYSTEM WITH CUSTOMIZABLE USER

INTERFACE

## AMENDMENT & RESPONSE UNDER 37 C.F.R. § 1.111

Mail Stop Amendment Commissioner for Patents

P.O. Box 1450 Alexandria, VA 22313-1450

In response to the Office Action dated July 20, 2011, please enter the amendments to the claims below and consider the remarks that follow.